

ABSTRACT

This study aims to determine the process of decision making to buying of fruits at the Ambarketawang Village, District Gamping, Special Region of Yogyakarta. Determination of location in this research is conducted by purposive with consideration there are some kiosks of fruits shops on the side of road and at the inter city route and provide local fruits and import fruits. Respondents in this research were 60 respondents who bought fruits were determined by accidental sampling method. The data used are primary and secondary data. Data collection techniques through interviews assisted by open questionnaires. The analysis used to know the process of making purchasing decisions with table analysis techniques which are described. The result of this research showed that in the process of making the decision of purchasing fruits, consumers were preferred to the local fruits as much as 44 consumers with the percentage of 73,33%, the imported fruits were 9 consumers with 15% percent and who like both of local and import fruits were 7 consumers with 11,67% percent. The consumers reason of consuming fruits in order to maintain health, prevent disease and treat disease.

Keywords : local fruit, imported fruits, consumer, process of decision making